

DELIBERATIVE DRAFT – DO NOT RELEASE

Communications Plan: EPA Announcement of **Ex. 7(a), Ex. 5 DP**  
**Ex. 7(a), Ex. 5 DP** against Denka and Dupont Specialty Products

Topic:

The Environmental Protection Agency will **Ex. 7(a), Ex. 5 DP**  
**Ex. 7(a), Ex. 5 DP**  
Elastomer, LLC and Dupont Specialty Products USA, LLC to compel reduction of chloroprene emissions from the Pontchartrain Works Site facility in LaPlace, Louisiana. Based on air monitoring data collected and inspections conducted earlier this year at the Pontchartrain

**Ex. 7(a), Ex. 5 DP**

Objectives/Goals:

- **Ex. 7(a), Ex. 5 DP**
- Provide residents of LaPlace and St. John the Baptist Parish with information (fact sheets, Q&A, potential community meeting) about **Ex. 7(a), Ex. 5 DP** and how these actions will impact them.
- Provide state and local government officials with information about **Ex. 7(a), Ex. 5 DP**
- Determine if and what type of long-term outreach to the community is required.

Top Line Messages:

- St. John the Baptist Parish has carried an unfair burden of risk from environmental toxins for far too long. One of the sources of this risk is chloroprene emissions from Denka's Pontchartrain Works Site facility.
- **Ex. 7(a), Ex. 5 DP**  
endangerment to people living near the facility and workers.

- **Ex. 7(a), Ex. 5 DP**

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- Administrator Regan visited St. John the Baptist Parish last November as part of the “Journey to Justice” tour. Administrator Regan pledged that EPA would do more to protect residents. This announcement is an important step in fulfilling that commitment.

### Rollout Plan:

#### One week before rollout

- Schedule briefing with relevant offices (OPA, OPPE, OCIR, ~~OEJ~~, Region 6) to discuss enforcement action
- Draft press release and desk statement
- Update and revise Q+As

### Ex. 7(a), Ex. 5 DP

- Stakeholder notifications (calls/email)
- Post web content on two orders on EPA’s LaPlace, LA webpage
- Post Fact Sheet for Residents on EPA’s LaPlace, LA webpage

### Communications Products:

- Press Release
- Q+A for press inquiries
- Fact Sheet for residents in vicinity of Pontchartrain Work Site facility
- Additional web content on orders for EPA’s LaPlace, LA webpage

**Commented [DJ3]:** It is R6’s preference that the community be informed as thoroughly as possible, with as much notice as possible—either before orders are issued or as soon as they are issued. The community should be notified and briefed before a press release or other media notification is issued. R6 understands scope and timing of community discussions could be limited due to potential legal considerations.

**Commented [DJ4]:** R6 prefers a press event or in-person announcement with whatever amount of coordination/cooperation the community is comfortable with. R6 will work with OECA/HQ on a public engagement strategy.

**Commented [WAH5R4]:**

### Primary Actions and Lead Contacts:

Action	Lead Contact	Target Date
Draft Press Release	George Hull, OECA	July 20, 2022
Final Draft Press Release to OPA	George Hull, OECA	July 25, 2022
Final Draft Comms Plan to OPA	George Hull, OECA	July 25, 2022
Draft Q+A	Ann Stephanos, OECA	TBD
Draft Fact Sheet	Jenna Durant, Region 6	TBD
Draft Web Content	Jenna Durant, Region 6	TBD
Notify Stakeholders	See table below	TBD
Issue Press Release		July 29, 2022
Post Web Content		July 29, 2022

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Stakeholder Notifications:

**Commented [WAH6]:** We will coordinate with OPEEE, OEJ, and others to ensure we are notifying communities/key leadership in communities.

Who to Notify	Notifier	Contact Information
HQ and Regional Press Offices	OECA Communications Communications	
OCIR	OAP Congressional (PACS)	Karen Thundiyil (Congressman Troy Carter – LA2)
EJ Email Listing	Vickie Epps-Price	
Louisiana Environmental Action Network (LEAN)	R6	Wilma Subra Mary Lee Orr
Concerned Citizens of St. John	R6	Robert Taylor and Mary Hampton
St. John the Baptist School District	R6	Kevin George, Superintendent
Emma Cheuse Earthjustice	R6	202-745-5220 [ HYPERLINK "mailto:echeuse@earthjustice.org" ]
Green Army	R6	General Honore
Tulane Environmental Law Clinic	R6	Lisa W. Jordan and Kimberly Terrell
Egide Louis, ATSDR	R6	
LDEQ	R6	Dr. Chuck Carr Brown, LDEQ Secretary
St. John the Baptist	R6	Jaclyn Hotard, President
LA Bucket Brigade	R6	Anne Rolfes
TSU	R6	Dr. Denae King
WHEJAC?		Several

Background:

Ex. 7(a), Ex. 5 DP

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